

Substitute for form 1449/PTO				<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(Use as many sheets as necessary)</i>				Application Number	10/681,587
				Filing Date	October 7, 2003
				First Named Inventor	Thomas L. BARNHART
				Art Unit	3688
				Examiner Name	Janvier, Jean D.
Sheet	1	of	2	Attorney Docket Number	2743.001000E

U.S. PATENT DOCUMENTS					
Examiner Initials <sup>1</sup>	Cite No. <sup>2</sup>	Document Number	Publication Date MM-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>3</sup> (if known)			
	US1	3,617,324	11-1971	Thomas	
	US2	3,784,394	01-1974	Bildulas et al.	
	US3	4,360,548	11-1982	Skees et al.	
	US4	4,398,708	08-1983	Goldman et al.	
	US5	5,055,345	10-1991	Wank et al.	
	US6	5,076,613	12-1991	Kovacs	
	US7	5,150,595	09-1992	Filo	
	US8	5,206,520	04-1993	Filo	
	US9	5,311,017	05-1994	Filo	
	US10	5,312,656	05-1994	Michaels	
	US11	5,334,836	08-1994	Filo	
	US12	5,369,734	11-1994	Suzuki et al.	
	US13	5,401,032	03-1995	Barnhart et al.	
	US14	5,467,409	11-1995	Yamamoto	
	US15	5,689,100	11-1997	Carithers et al.	
	US16	5,769,458	06-1998	Carides et al.	
	US17	5,774,870	06-1998	Storey	
	US18	5,816,918	10-1998	Kelly et al.	
	US19	5,855,008	12-1998	Goldhaber et al.	
	US20	5,863,075	01-1999	Rich et al.	

FOREIGN PATENT DOCUMENTS					
Examiner Initials <sup>1</sup>	Cite No. <sup>2</sup>	Foreign Patent Document	Publication Date MM-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)			T <sup>6</sup>
	FP1	WO 96/24213 A1	08-1996	Freemark Communications, Inc.	
	FP2				
	FP3				
	FP4				
	FP5				
	FP6				
	FP7				
	FP8				
	FP9				

Examiner Signature	/Jean Janvier/ (06/22/2009)	Date Considered	06/22/2009
--------------------	-----------------------------	-----------------	------------

DOC#967167.1.DOC

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. \*Applicant's unique citation designation number (optional). <sup>2</sup> See Kind Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST 3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.J./

Substitute for form 1449/PTO				<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(Use as many sheets as necessary)</i>				Application Number	10/681,587
				Filing Date	October 7, 2003
				First Named Inventor	Thomas L. BARNHART
				Art Unit	3688
				Examiner Name	Janvier, Jean D.
Sheet	2	of	2	Attorney Docket Number	2743.001000E

U.S. PATENT DOCUMENTS						
Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	
	US21	5,938,727	08-1999	Ikeda		
	US22	5,957,458	09-1999	Haas et al.		
	US23	5,984,367	11-1999	Barnhart et al.		
	US24	5,996,997	12-1999	Kamille		
	US25	6,061,660	05-2000	Eggleston et al.		
	US26	6,173,267 B1	01-2001	Cairns		
	US27	6,267,672 B1	07-2001	Vance		
	US28	6,296,900 B1	10-2001	Barnhart et al.		
	US29	6,335,744 B1	01-2002	Korilis		
	US30	6,398,643 B1	06-2002	Knowles et al.		
	US31	6,406,062 B1	06-2002	Brooks et al.		
	US32	6,833,829 B2	12-2004	Brooks et al.		
	US33	2002/0018879 A1	02-2002	Barnhart et al.		
	US34	2002/0153661 A1	10-2002	Brooks et al.		
	US35	2002/0169672 A1	11-2002	Barnhart		
	US36	2003/0216968 A1	11-2003	Barnhart		
	US37	2003/0232639 A1	12-2003	Barnhart		
	US38	2007/0005430 A1	01-2007	Barnhart		
	US39					
	US40					

FOREIGN PATENT DOCUMENTS						
Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Foreign Patent Document Country Code <sup>2</sup> Number <sup>2</sup> Kind Code <sup>2</sup> (if known)	Publication Date MM-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
	FP10					
	FP11					
	FP12					
	FP13					
	FP14					
	FP15					
	FP16					
	FP17					
	FP18					

Examiner Signature	/Jean Janvier/ (06/22/2009)	Date Considered	06/22/2009
--------------------	-----------------------------	-----------------	------------

DOC#967167.1.DOC

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 909. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. \*Applicant's unique citation designation number (optional). <sup>2</sup> See Kind Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST 3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.J./

Substitute for form 1449/PTO		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (Use as many sheets as necessary)		Application Number	10/681,587
		Filing Date	October 7, 2003
		First Named Inventor	Thomas L. BARNHART
		Art Unit	3688
		Examiner Name	Janvier, Jean D.
		Attorney Docket Number	2743.001000E
Sheet	1	of	2

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T <sup>2</sup>
	NPL1	A card from Travel Outburst, no date.	
	NPL2	Barthart, Thomas, "System and Method for Attracting Online Viewers Through Distribution of Hidden-award Substrates Redeemable at an Online Site", U.S. Application No. 09/517,061 filed March 1, 2000.	
	NPL3	Brooks, Joel, "Method of Using a Hidden Image Game Piece", U.S. Application No. 11/341,129 filed January 27, 2006.	
	NPL4	"Diet Coke to Make Super Bowl Interactive Experience", Dialog file 813, Accession No. 0330016, Dec. 17, 1990.	
	NPL5	"Nintendo, Blockbuster Video and Nickelodeon Joining to back the Nintendo 64 game System's debut with \$20 mil rental and game promo", HFN, V70, N32, P69, Dialog file 9, Accession No. 01570838, Aug. 1996.	
	NPL6	"Crack the Code" Advertisement (6 sheets).	
	NPL7	Article from The Atlanta Journal/Constitution by Jeffrey Scott, "Coke, Pepsi Super Bowl sweepstakes tackled short of goal line", Jan. 26, 1991, 1 page.	
	NPL8	International Search Report for Application No. PCT/US99/26464 mailed February 9, 2000, 1 pg.	
	NPL9	Supplementary European Search Report for Application No. 01959482.9-1241 (PCT/US0124402) mailed July 5, 2007, 3 pgs.	
	NPL10	International Search Report for Application No. PCT/US01/24402 mailed October 2, 2002, 3 pgs.	

Examiner Signature	/Jean Janvier/ (06/22/2009)	Date Considered	06/22/2009
--------------------	-----------------------------	-----------------	------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

DOC1967166 1.DOC

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.J./

Substitute for form 1449/PTO				<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(Use as many sheets as necessary)</i>				<b>Application Number</b>	10/681,587
				<b>Filing Date</b>	October 7, 2003
				<b>First Named Inventor</b>	Thomas L. BARNHART
				<b>Art Unit</b>	3688
				<b>Examiner Name</b>	Janvier, Jean D.
<b>Sheet</b>	2	of	2	<b>Attorney Docket Number</b>	2743.001000E

<b>NON PATENT LITERATURE DOCUMENTS</b>			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T <sup>2</sup>
	NPL11	International Search Report for Application No. PCT/US01/05266 mailed April 27, 2001, 2 pgs.	
	NPL12		
	NPL13		
	NPL14		
	NPL15		
	NPL16		
	NPL17		
	NPL18		
	NPL19		
	NPL20		

<b>Examiner Signature</b>	/Jean Janvier/ (06/22/2009)	<b>Date Considered</b>	06/22/2009
---------------------------	-----------------------------	------------------------	------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 608. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.96. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

DOC#967166 1.DOC

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. //J.J.//